

DRAFT

TOURIST DEVELOPMENT COUNCIL

REGULAR MEETING

April 5, 2012

The Sumter County Tourist Development Council (TDC) convened in regular session on Thursday, April 5, 2012 at The Villages Sumter County Service Center, 7375 Powell Road, Room 102, Wildwood, Florida with the following members present to wit: Geoff Goetz, Brent Hage, Bob Hunt, Warren Maddox, and Douglas Tharp. Warren Maddox was acting Chairman. The following individuals were also present and acting in their respective official capacity: Bradley Arnold, County Administrator, Deb Barsell, Director of Community Services, and Tina Chavez, Financial Services Department representative.

Chairman Maddox called the meeting to order at 4:00 p.m. The invocation was given by Mr. Tharp, followed by the flag salute lead by Mr. Maddox.

Welcome was given by Mr. Maddox.

I. OLD BUSINESS

- a. NONE

II. NEW BUSINESS

- a. Minutes of Regular Meeting held on January 5, 2012

Mr. Hunt moved, with a second by Mr. Tharp, to approve the January 5, 2012 minutes. The motion carried unanimously 5-0.

- b. Financial Report overview was presented

Mr. Hunt moved, with a second by Mr. Tharp, to approve the Financial Report. The motion carried unanimously 5-0.

- c. **Tourist Development Tax 5 Year Funding Plan** – Mr. Arnold provided the TDC with a review of the Five Year Funding Plan, which was presented to the Sumter County Board of County Commissioners (BOCC) on January 24, 2012. The BOCC requested the TDC to review the documentation and make a recommendation to the BOCC.

- i. Five Year Funding Plan Mr. Arnold stated there were several factors reviewed when establishing the five funding year plan. The current guidelines require recipients to be self-sustaining within three years. Initially, grant funds were intended to fund start up tourism projects, and not to maintain the events. When reviewing this practice, staff felt it may not be practical to think dedicated tourism sites should be made to be self-sustaining. Dade Battlefield State Park, for example, continues to provide “heads to beds” with their reoccurring events. However, Tourist Development Tax dollars should also help sustain the events. Another factor Mr. Arnold discussed was the need for future revision of current funding allocations (40% being allocated to Promotional, Advertisement and Single/Reoccurring Events and 60% being allocated to Capital Projects). In reviewing the projected five year plan, it is noticeable that the 40% allocation will out pace the revenues ability to cover proposed expenditures. The FY 2015/16 allocation percentage will need to be adjusted if funding is to be provided to events in the future while also funding capital improvements. Currently, only the structures at the Sumter County Fairgrounds are eligible to use TDT funds for capital improvements. On the January 5, 2012, the TDC recommended funding the renovation of the “Cow Palace” at the fairgrounds. The BOCC will be discussing the various options related to the “Cow Palace” at the April 17, 2012, workshop.

The plan allocates funds to event categories based on events funded in the past. The grant guidelines will also establish a single application deadline. This will help the TDC to establish a budget for the upcoming fiscal year.

- ii. Tourism Grant Guidelines Mr. Arnold presented a redline draft of the guidelines to the TDC members and reviewed the changes.

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Annual grant application deadline of June 1st was discussed and staff was directed to send out notice of deadline changes to past applicants.

Mr. Hage moved, with a second by Mr. Hunt, to recommend the Five Year Funding Plan and Tourism Grant Guidelines, as presented by staff, to the BOCC on April 24, 2012. The motion carried 4-1 with Mr. Tharp voting nay.

d. Grant application submittals

- i. **1st Annual Inter-Tribal Native American Holiday Pow-Wow.** Mr. Gayle Teerman and Mr. Howard Oxendine were present on behalf of the Sumter Native American Family Tribe.

Mr. Hage inquired on the status of corporation documentation and board member status. Mr. Teerman stated that everything listed within the application is current.

Mr. Geotz inquired about the "primitive camping" listed on the event flyer. Mr. Teerman stated that this was strictly used for entertainers' costume changing sites and that there would be no overnight parking/camping allowed.

Mr. Geotz inquired about outreach to local camp grounds for reservations. Mr. Teerman stated advertisement will promote local camp grounds and hotel/motels.

Mr. Teerman stated that they also intend to include in the advertisement other local tourism locations.

Mr. Hunt stressed the importance of relaying results from the event to the TDC once the event has been wrapped up.

Mr. Maddox inquired about the current Dade Battlefield State Park admissions fee. Mr. Teerman stated that gate fee will be split between Dade Battlefield State Park and the Native American Family Tribe. Both organizations will receive a benefit from the event.

Mr. Tharp moved, with a second by Mr. Hunt, to recommend approval of the grant application as submitted in the amount of \$5,000.00 for advertisement, to the BOCC on April 24, 2012. The motion carried 5-0.

e. Approve Calendar of Event for Fiscal Year 2012-13

Mr. Hage moved, with a second by Mr. Goetz, to approve the Calendar of Events for Fiscal Year 2012-13. The motion carried 5-0

III. ADDITIONAL BUSINESS

- a. Next regular meeting date of July 5, 2012 was noted.

b. Public Forum –

- i. Andrew Cripps, Sumter County Chamber of Commerce, wanted to comment on the changes to the application submittal deadline. He wanted the TDC to be aware, using Beef and Boogie as an example, that if applications are due in June for a November event some of the contracts would not be signed and in place. Mr. Arnold responded that since Beef and Boogie is an established event, prior year information will be beneficial to the applicant.

IV. ADJOURN

Mr. Hunt moved, with a second by Mr. Hage, to adjourn. The motion carried 5-0

The meeting adjourned at 5:05 p.m.